

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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## Irishers' Big Day, March 17th, ripening IN THE VALLEY OF THE MOON

With an unaccountably squeazy stomach, we've eaten little or nothing for two weeks—net result a lost of 8 pounds (too much) down to a sleek 202. From about 220 last fall. Just maybe we'll keep it up and get below the 200 mark. At that, we see no change in the corpulent shape.

**A careful driver is one who just saw the driver ahead of him get a traffic ticket. VALLEY JEWELERS, Boyes. Gifts. Repairs.**

So meat prices have taken a jump. Official excuse is because we had so much rain. How silly can they get? The rains made the finest pasture ever, a plain bonus for the cattlemen, so the wholesalers proceed to raise prices. There's a way to beat this rap, but it entails not eating meat, and some people have to have it. What to do!

**Regular LIONS CLUB meetings every Tuesday, Mission Inn, Boyes. Attendance could be better. Interesting programs ahead.**

Trading stamps are getting fewer in this Valley, though Bud Delaney and Ray Duer continue with the green kind, the oldest of any. A new company in St. Louis is about to offer \$200 term life insurance policies to savers of its stamps. But you get only one stamp for each \$1 purchase.

**SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accommodations. Meet Millie, most nights.**

And a woman stepped on a bus in San Fran and handed over a dollar bill. "Don't have the change," said the operator. "You'll have to get off and take the next bus." The woman glared, "You'll have to throw me off." Free ride!

**FOUR CORNERS CAFE, So. Broadway. Pizzas, a dozen kinds. Latest addition, Linguica, a sensational pizza. Imported beer, too.**

Our angle on helping lick the recession: Let our supervisors get going on some public welfare projects—like fixing up our roads (particularly in the Springs, where they're bad), some flood control, some dams on Sonoma river, some public roadside rests, fix up those sewers—and not just "sit there!"

Tax reduction won't help until too late. Raise the income tax exemptions, taking effect a year hence, what good will that do now? Repeal of excise taxes might help a little. But the defense department has \$6 billion in unexpended but authorized funds, and could get it all to work in short order if it had any vision—which appears doubtful. Sorry, but we have a lot of dumbbells in Washington. And Sacramento. And Santa Rosa.

**BRBROADWAY CAFE, Sonoma. Mendel Cader, manager. A cozy bar and dining room, serving luncheons, dinners. Quiet, efficient.**

It's said to be true: Little Old lady in a plane was startled when the stewardess requested: "Fasten your seat belt, please." "Goodnss," said the LOL, "I didn't even think to bring one!"

**EL DORADO HOTEL, Sonoma. John Merlo, prop. Varied menu, Italian foods a specialty. Splendid cocktail bar. Finest food.**

Guess we can relinquish our campaign to get public schools on an efficient basis. Started it all about three years ago, at least locally, maybe wider, and now the schools are under heavy fire and quite likely will revise a lot of their "progressive" ideas, which never were much good. Maybe, in a few years, the kids will know how to spell again, and write an understandable paragraph. Maybe they'll learn to read.

**PALMS INN, Verano. Meet Carl, Jerry,, Rene. Superb food and drinkables. Piano bar, too. The Inskeeps your hosts.**

There are three or four local hostelries and entertainment spots whose driveways and parking areas are full of holes, rough, and entirely inadequate. It would be good public relations to smooth 'em up. They haven't been touched for 12 years.

**FRANK BUCHBAUER (B & L Laundromat, Fettters), expert on all types of washers, automatic or regular. Work guaranteed.**

A paper salesman after studying a grande dame conspicuously present in a shapeless, formless chemise (sad sack) garment. "You know," he concluded, "if this chemise deal catches on—we're going to have an upcoming generation of males who won't know how to whistle."

**LEE'S CHUCK WAGON, Sonoma highway. Prime ribs. Charcoal broiled steaks. Salad bar. Finest mixed drinks in western style.**

At least one local tavern will properly celebrate St. Patrick day Monday, March 17. Denny's COG club is staging a corned beef and cabbage feast, and you're all invited. Festivities start around 3 p.m.



**DENNY'S COG CLUB, Boyes.** Gathering place for sportsmen—fishermen, hunters, football and baseball fans. Congenial always.

As one who usually keeps the little radio on all night we've learned a lot about the various stations and programs. At about 3:30 Sunday and Monday mornings you get only a station or two, and the programs don't amount to much. Saturday and Sunday mornings you get mighty little news from 5:30 to 7. Maybe they think nobody's listening—but they are!

**MIKE & ROSE'S MARKET, Boyes.** Open Wed. to Sat. 10 to 6 except on Saturday, 9 to 7. Highest quality meats. Groceries.

And where do old Volkswagens go?"

"To the Old Volks Home."

**SONOMA GOLF & COUNTRY CLUB, Arnold Drive.** Finest food always. Try our Clown Room. Henry Goulette, manager.

Some one please tell us what the United Auto Workers are going around a plumbing plant? And why the Teamsters at an apple plant? Wonder how many teamsters can drive a team? Maybe they should start learning.

**ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971**  
**Prescription Specialists                      Veterinary Supplies**

Comes the finish of the basketball season, with baseball crowding in rather closely. Haven't done much picking yet, but we'll take the Tigers in the American, Milwaukee in the National. (And of course Michigan State to come to the Rose Bowl—if there is any Rose Bowl left.

**BANCROFT NURSERY, Sonoma.** Potted plants, corsages, flowers for weddings, funerals, hospitals. We deliver—anywhere.

Have been having to drive to Santa Rosa quite frequently of late and while it's a "scenic route" and supposedly most interesting, we don't like a thing about it. If that road were in the midwest, it would go straight into Santa Rosa, skipping that big U curve beyond Warfield station, and eliminating all the curves along the way. A straight line, etc., still holds true, and builders would save a lot of cement if they'd cut down the hills, fill up the gullies, and build a straight road. There'd also be money saved in car expense and time. Is it too late?

**BATHHOUSE RESTAURANT, on the veranda.** Merchants' light lunch. Giant Hamburgers, Farmerburgers. Finest food, low cost.

A while ago we mentioned we love Vienna sausage but never saw them other than in cans. Comes Frank Ritchie, the meat expert up off Lawndale road, who says he's going to make us some, and knows we'll like 'em much better than the canned variety. So now we're waiting rather breathlessly.

**BUD'S GARAGE**, corner Railroad & Cherry Sts. **Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.**

Answering Herb Caen, who wondered whether anybody still uses kitchen matches, WE DO! Much better for lighting cigars than the book matches, or the ones you must strike on the box, or even a lighter. It's true they don't make 'em as well as once, but they're still most satisfactory.

**OUR RESORT, El Verano. Home of draft beer, and the Stein Club. Harvey and Melina will serve you. Friendly atmosphere.**

Young Will Rogers Jr. quotes his dad's rule to live by: "Live in such a way that you would not be ashamed to sell your parrot to the town gossip."

**RICHFIELD SERVICE**, main corner, Boyes. **Best equipped station in the Valley. Bud Delaney, proprietor. S & H Stamps.**

They'll have some kind of an excuse for not doing it, but just why can't our supervisors go ahead and build a series of permanent dams on Sonoma river, conserve water, prevent floods, make attractive recreation spots? They'll probably say it's up to the federal government. Left that way there will be no dams in the next 20 years.

Back on Rock river, a stream six times as big as the Sonoma, they went ahead and built dams 75 years ago, spaced about 10 miles apart, and there's plenty of cheap power, no floods ever, splendid fishing and attractive scenery. Are they smarter than we?

**FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.**

Statistics say today's man lives 25 years longer than 1858's man. He has to—how else could he pay his taxes?

**SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, too. Seafood.**

There's a very popular bread made in San Francisco — but we haven't bought a loaf for 14 years. Suppose our reason is rather silly too. But 'way back then they used a radio commercial that sounded like the speaker was talking through a seashell—you know, kinda hollowlike, and it was hard to take. They don't do it any more, but the memory lingers.

**MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Sunday, 5 to 10. Spanish foods. Pizza. Steaks. Seafood. Cocktail bar.**

Wish we could just once see a couple of fighters who really fight instead of throwing a punch and then clinching and wrestling. Maybe they don't learn their trade properly any more. Have you looked at some of the latest tussles?

**GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.**



## Y'ALL COME, SAYS CHARLOTTE PAPER

The latest issue of the North Carolina Travelbook is an attractive and informative document, and we recommend it alike to native and visiting tourists.

Nevertheless—the author has this to say, in part, about the Piedmont area: “It is a belt of great tranquil beauty, stretching in rolling hills from the mountains of the west down to the edge of the coastal plain.”

Well, yes—plus factories, a few polluted streams, occasional clapboard shacks, dozens of roadside junkyards, thousands of wreck-happy motorists, millions of highway billboards, and a scattering of night-riding Kluxers. But y'all come; we-all love it.—Charlotte (N.C.) Observer.

**WAYNE POWERS, Pool Maintenance. Quality service. Chemicals, repairs, heaters. Six years in business. Call Liberty 5-2955.**

We've tasted tequilla twice. A Holt, Mich., resident visited some relatives in Bakersfield, returned with a bottle of tequilla, said it was the native drink of Californians. Everybody had a sample, and it was pretty horrible. On the way to the Springs from Florida 12 years ago, we crossed the Rio Grand at El Paso for Juarez, and because we had to buy something there, we got a little touch of tequilla. Tasted just like kerosene, and you can have it.

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.**

A man's life is 20 years of having his mother ask where he's going, 40 years of his wife doing the same thing, and then his pallbearers wondering, too.

**VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service. Free pickup. All work done on premises. WE 8-5830.**

**DON'T INCLUDE US!** A Missouri editor counsels: Church members should go to church. That seems more than a bit obvious.

But many of them don't go.

Some can't of course. Physical disability or equally compelling cause keeps them away.

The others could give reasons for non-attendance, but mostly these would be pretense.

The principal actual reason so many church members do not go to church is that they have the habit of staying away.

But new habits can be formed by doing what should be done until it becomes a custom.

After that it is easy because it is routine and a way of life.

Sunday ought to be as good a time as any to start a good habit.

**ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.**

The nightwatchman saw two punks packing three cases of beer from a tavern storeroom he was guarding, so played what seemed at the time to be a mean trick on 'em.

He waited for the buys to come back for another load, quickly slammed and locked the storeroom door and called the sheriff.

Well, this was in the countryside out of Sacramento, the deputies had another call to make on the way, the two punks made the most of the time on their hands and the can openers in their pockets, probably won't serve a day longer for the fine sudsy time they had on the house.

**FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.**

Oakland Tribune's Knave relating: Well, they convicted a woman of defrauding the county welfare department of a few hundred dollars, and as a result some interesting information has come to light.

The party in question since 1932 has had 13 children by a minimum of four husbands. Records for 1953-58 show that \$9303 has been paid in child aid. This figure, projected for the period 1932-58, indicates that a possible \$45,000 has been paid out to the family in child aid and general relief.

Interesting angle here is that some of this mother's 13 children are now receiving welfare aid. THAT'S carrying on the old family tradition.

**PAUL'S OLD RANCHERO, Verano. Superior dinners, cocktails. Banquets a specialty. Music Saturdays—Paul and Buff.**

**BOYES SPRINGS FOOD CENTER. A complete quality, one-stop market, with competitive prices. Take-out license. Stop in.**

Someone described the sack dress: "It gives a girl the kind of shape she dieted to avoid."

**B & L LAUNDROMAT, on hiway, Fetters. Save time and money—wash, dry, iron, right here. Especially during the cold season.**

**NEVER ENOUGH TIME FOR NEEDED SLEEP**

Undoubtedly, there are many published studies about sleeping requirements, sleeping habits, the variation of these in human beings, though we have never seen them. Without such erudite guides one can only speculate on such matters, other than for what is derived from personal experience. And to speculate is to think of many oddities.

It is a human tendency to catch a few more minutes of sleep, although it is time to get up in order to begin the day's activities in a



rush. Once out of bed there is a routine to follow until time to sit for breakfast. Then a glance at the clock and the rush begins. Breakfast is eaten hurriedly, followed by a rush to the place of work, and a too hurried effort to begin what has to be done.

An hour or so of this and the coffee break brings respite and at least an illusion of renewed energy. Then comes lunch, for another rush or relaxation according to how the work has gone. After lunch, either there is a nap or a long period of fighting off the desire for one. A mid-afternoon break for coffee or whatnot is a pause to prepare for ending the day's work and going home—this, too, calling for another rush.

Then everything smooths out. Dinner, reading, TV, games, a movie, anything for diversion and suddenly it is quite late, meaning that you will not get enough sleep once more, and in the morning the temptation to oversleep will be repeated.

An odd thing, the human being. He rarely discovers what a fine thing the morning can be after enough sleep, an early rising, and a reasonable preparation for the day. Most four-footed animals know better, or at least act as if they do.—Lynchburg (Va.) News.

**R. A. "BOB" MILLER — "Yours for Life"**

**Insurance Exclusively**

**Next to Telephone Co., Sonoma**

**BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. Webster 8-2686.**

There are two kinds of men who don't understand women—bachelors and husbands.

**JIM'S MEATS, at Boyes Springs Food Center. Top quality always. We cut to your order. Fresh poultry. Delicatessen department.**

**MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.**

**NEWS MADE IN AMERICA**

Sometimes a true life story gets into the papers that hasn't any moral to it that you can put a finger on, yet has a kind of glow to it.

Such a story began the other day in California when a lanky cotton picker from Phoenix asked a San Francisco pawnbroker to value a diamond ring for him. The cotton picker, Oscar Gooch, casually said he'd found the bauble in a Phoenix gutter, and was it worth anything? It was—\$20,000 worth! The astonished pawnbroker, understandably suspecting something amiss, called the cops.

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But nothing was wrong, it turned out. Oscar Gooch had found the ring, as he said. It had been lost in Phoenix by the wife of Max Cohen, wealthy oil man. They had offered a reward through the Phoenix newspapers at the time—but Oscar Gooch couldn't know that because he cannot read.

In San Francisco to regain the ring and thank the finder, the Max Cohens gave him \$50 and Cohen explained this was only the first installment on a reward, because he was afraid Gooch might lose a large lump sum. He asked Gooch to call for another installment when he comes to Phoenix for cotton picking.

Said Gooch: "I'm gonna eat good. I want to go for some good old rib steaks!"

Mrs. Cohen said she was going to church to thank St. Anthony for the safe recovery of the ring, and explained to reporters that she is "an Irish Catholic who married a nice Jew and has been happy ever since."

To Oscar Gooch and the Cohens, when they get together at cotton picking time in Phoenix—happy rib steaks!

**RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 taverns. Jack London liked the place. It's western!**

**LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.**

Danged near forgot this item—but don't you do the same! It's only a month till income tax deadline. We have been recommending to friends that they consult Ed Reedy, Valley tax expert and accountant. He'll figure out your return, likely find some legitimate deductions, and present you with a complete return ready for filing—at remarkably small cost.

**MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.**

**CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.**

#### **A PROGRAM FOR THE SPRINGS AREA**

**Complete citywide paving, curbing, and sidewalks.**

**Roadside turnout parks (we're 20 years behind) thruout the Valley.**

**A name for Highway 12 suitable for our new city.**

**A bank of our own.**

**A local chamber of commerce, devoted to Springs area promotion.**

**Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.**

**Traffic and parking control in the entire area.**

**A bridge across Sonoma river, connecting Craig and Thompson.**